

2019 – 2020

**30 YEARS OF INSPIRING
INFORMED CAREER DECISIONS**

**IMPACT
REPORT**



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LETTER FROM OUR EXECUTIVE DIRECTOR



Reflecting on this past year, it occurs to me that the challenges we've faced in the 2019-2020 school year are a reminder that the work we're doing at HIEC is still vital to the community, and relevant to the changing times. This year was HIEC's 30th anniversary, and although it can sometimes feel like we've seen it all and done it all, the opening of our third decade has presented us with challenges that we've never encountered before.

When COVID-19 hit Canada, we were suddenly faced with closed school boards, closed offices, and a closed Career Development Lab. For an organization whose work is focused on bringing people together - mostly in-person and face-to-face - we (like everybody else) were isolated from the community we love working with.

"As an organization, we chose to turn this challenge into an opportunity to flex our innovation, entrepreneurship and creativity skills - the exact skills we're always telling students are so necessary for any career."

As an organization, we chose to turn this challenge into an opportunity to flex our innovation, entrepreneurship and creativity skills - the exact skills we're always telling students are so necessary for any career. We found new ways to connect with our partners online, getting a peek behind the scenes of everyone's home life as we planned new projects over Zoom. We hosted our first ever virtual Women and Men as Career Coaches events, bringing our program of inspiring speakers and community mentorship online. And we put the gears in motion to create something we've always wanted to build, but never had time for in our busy days - a virtual career lab!

We were also so happy that we had launched a new version of ApprenticeSearch.com the year before, meaning we were ready to give the best service possible to apprentices who were looking for work and employers who were adapting their business models during this uncertain time. The work of ApprenticeSearch.com continues remotely as more and more people see how important the trades are - especially during times like these.

So while we miss being at the office and hosting all of our visitors from the community (especially the 7000 students who bring so much life to our space every year), we are nothing but hopeful about the resilience and adaptability that has been on display from students, teachers, businesses and community partners. And we remain committed to helping youth reduce their anxiety about the future by promoting healthy and optimistic conversations about young people's place in the future and the world of work.

We'll be riding this wave of innovation and creativity into the next year, finding new ways to connect with our stakeholders, measure our impact, and bring value to the community. And, of course, we really look forward to working with you this upcoming year; whether it's across a computer screen or across a table, we know we can do great things together.

Stay safe and healthy.

Sincerely,

Kelly Hoey,
Executive Director, HIEC



"We miss the energy of the over 7,000 students bring to our Career Development Lab every year."

CELEBRATING 30 YEARS – BOARD PERSPECTIVE

A Tale of Two Board Chairs

“During this past year, we celebrated HIEC’s 30th anniversary. Since its inception in 1989 as the Halton Industry Education Council, HIEC has worked with thousands of students, teachers, industry partners and supporters. We talked to two of our board members to gain their perspective on this exciting milestone.”

Over 30 years, HIEC has been guided and supported by a volunteer board with representatives from local industry, school boards, colleges and public service. Meeting on a quarterly basis, the group is not just a strategic sounding board for the organization’s senior management, it’s also a committed collective of men and women who all strongly believe in HIEC’s vision and mission. Two of the most passionate members of the board have one other thing in common - they’ve both served as Chairs of the Board.

As we celebrate our 30th year, Brent Scowen currently serves as the Chair of HIEC’s Board, and also sitting at the table is Mike Carberry, who acted as HIEC’s first Board Chair. Although their respective tenures as Chair span 30 years, some common themes arose when we sat down to chat with them early this year.

Promoting Collaboration

When reflecting on HIEC’s origin, Carberry described a group of individuals from diverse backgrounds who came together through Chambers of Commerce at the same table with the same idea: an organization that would bridge the gap between education and industry to prepare and empower the future workforce.

“It took many meetings to come up with a game plan,” Carberry remembered. “Everyone thought it was a great idea [and] the positivity drove it forward. There was goodwill on the part of everybody.”

Thirty years later, the trend of collaboration continues. “The unique positioning [HIEC] has is in being able to link and connect disparate stakeholders...finding a way of bringing these people and enterprises together all for the advancement of our youth.”

Both men pointed to HIEC’s signature events, [Women as Career Coaches](#) and [Men as Career Coaches](#), as examples of the organization’s ability to rally the community. In its 16th year, Women as Career Coaches brings more than 700 people together for a night of mentoring, including 350 female students across Halton and 350 adult women career coaches from a variety of industries. Its companion event, Men as Career Coaches draws an annual crowd reaching almost 500 people.

The result of all this collaboration? “I think the students and the kids in Halton have certainly gained the educational and business experience in the region that kids in other areas don’t have,” said Carberry.

Staying Relevant

A lot has changed over 30 years: governments, technology, education. But both men agree that HIEC has done the work to remain relevant.

Carberry points to the organization’s adaptability as a key reason it has been able to survive the test of time. Regardless of the government of the day, or the changes in technology, he credits the organization’s management team for its creativity and flexibility in responding to changing times.

Scowen agrees. He pointed to HIEC’s flagship Career Lab which runs a [Career Awareness Program](#) for 7,000 Grade 7’s annually as a prime example of staying relevant. “To build that program out 30 years ago and offer it as a core foundational piece and keep it relevant and popular, especially given what society looks like today compared to 30 years ago...is such a remarkable accomplishment.”

Scowen also used the example of the organization’s other core program: [ApprenticeSearch.com](#), an online community helping individuals looking for a career in the skilled trades. He credited the team for seeing a career pathway that youth and parents were having difficulty navigating, and building a solution.

Wishes for the Future

Having worked with the organization from the beginning, Carberry asks HIEC and its team to “keep doing what you’re doing,” adding that he sees there always being a need for an organization like HIEC to bridge the gap between education and industry in a way that serves young people.

Scowen felt the same, noting that he hoped HIEC would reach an even larger audience, both provincially and nationally, in its coming years.



Board of Directors			
Brent Scowen (Chair)	Pat Daly (Director) Director of Education Halton Catholic District School Board	Sandeep Soni (Director) Principal Red Eagle Corporate Consulting	Kelly Hoey (HIEC Staff) Executive Director Halton Industry Education Council
Susan Cherry (Secretary/Treasurer) Financing Manager Export Development Canada	Deanna L McQuarrie (Director) Registrar Office of the Registrar Sheridan College	Jim Vanderveken (Director) Dean, Centre for Community Partnerships/Experiential Learning Mohawk College of Applied Arts	Michelle Murray (HIEC Staff) Director of operations Halton Industry Education Council
David Boag (Director) Associate Director of Education Halton District School Board	Colin McGillicuddy (Director) Superintendent of Education & School Services Halton Catholic District School Board	Craig Woodall (Director) Principal Byng Leadership	Marilyn Fish (HIEC Staff) Manager, Administration & Finance Halton Industry Education Council
Dr. Uli Broedl (Director) VP, Medical and Regulatory Affairs Boehringer Ingelheim (Canada) Ltd.	Nick Milinovich (Director) District #2 - Oakville Superintendent Halton Regional Police Service	Cathy Jenkins (Advisor) Pathways Consultant Halton Catholic District School Board	
Mike Carberry (Director) Retired Business Owner	Councillor Sean O'Meara (Director) Ward 1 Regional & Town Councillor Town of Oakville	Darlene White (Advisor) System Principal, Secondary Program and Student Success Halton District School Board	

HIGHLIGHTS: 2019–2020

CN Charity/Not-For-Profit Excellence Award

In June 2020, HIEC was the proud recipient of the CN Charity/Not-For-Profit Excellence Award, which recognizes a charity or not-for-profit organization that is highly regarded in the community, and raises funds or provides services to improve the lives of people within the community. The award was presented at the 25th Annual Oakville Awards for Business Excellence.

Watch the award presentation here:

[25th Annual OABE: CN Charity/Not-For-Profit Excellence Award](#)

CyberSecurity for Small Business BootCamp

HIEC collaborated with Sheridan students from the Faculty of Applied Science and Technology Cybersecurity Program on an applied research project that tasked students with creating a cybersecurity for small business boot camp. The event was hosted at HIEC's Innovation Lab, with 20 small to medium employers from a variety of industries. In addition to providing students the opportunity to create a cyber security training program for small businesses and refine their presentation skills, it also included a networking component that connected the students to local business owners that could potentially hire them for co-op or full time job opportunities in the future. In addition, we arranged an industry tour for students to a medium sized cybersecurity firm.



Workforce Central Canada Podcast

In collaboration with its Workforce Central Canada partners, HIEC has been at the forefront of workforce development conversations in Canada. This has included developing and participating in the Workforce Central Canada Podcast, which has touched on topics including advanced manufacturing, microcredentials, diversity, automation and AI, and the intergenerational workforce.

Click [here](#) to listen to the podcast

Rising Stronger: Preparing Canada's Post-Pandemic Workforce

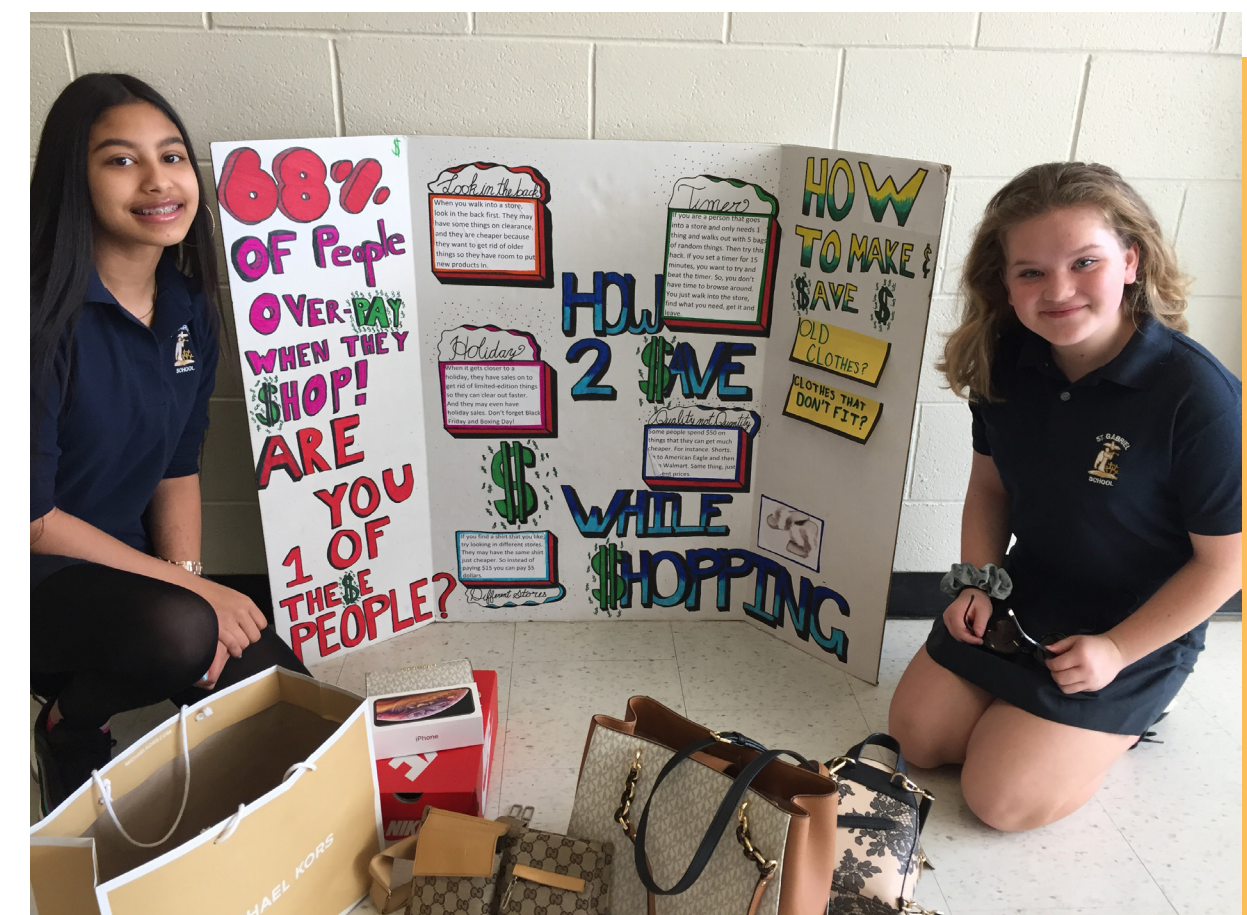
In May 2020, HIEC collaborated with its Workforce Central Canada partners to host a live, interactive leadership forum featuring a panel of experts and thought leaders who addressed the challenges facing our workforce development community. Panelists examined priorities and strategies that represent the vital interests of those working at the intersection of workforce and economic development.

Click [here](#) to watch a recording of the webinar

Talk With Our Kids About Money

HIEC has continued its work as the provincial coordinator of the Canadian Foundation for Economic Education's 'Talk With Our Kids About Money' program, which encourages parents, guardians, other caregivers, employers, the media, and schools to engage children in discussions about money matters. Although we weren't able to host an in-person event in 2020 due to COVID, we were happy to share the many resources with our partners across the province.

Access the Talk With Our Kids About Money resources [here](#)



HIEC'S CAREER LAB

Our interactive and student-driven Career Awareness Program provides students with access to current information on a wide range of career options for a variety of learners. One of the central goals of this program is to lower students' anxiety about the future. [Read about how we're doing this.](#)

Career Learning in Action

We had the opportunity to host two wonderful co-op students at the Career Development Lab, Adriano Varrasso from the Get in Gear Program and Vanessa Kaschuk from Oxford Private College. Both placements made excellent progress in respect to their various fields and what their goals were for joining us at HIEC. Adriano's goal was to engage more in the community in preparation for his Police Foundations course. He started off unsure of himself, but by the end of his placement, he was facilitating the entire Career Awareness Program on his own. Further to this, once his formal placement was over, he stayed with us on a volunteer basis and facilitated the CAP every Friday morning. Vanessa was studying social work with specific focus on learning exceptionalities. Across the course of the program she completed an adapted CAP booklet, specifically targeted towards students with exceptionalities and their families in the career planning process.

The Virtual Career Lab

Once COVID-19 forced everyone into isolation, we began to build a Virtual Career Lab that would allow us to provide career related resources to students, teachers and parents. We continue to work enthusiastically on making the Career Awareness Program available virtually in preparation for the 2020-2021 school year.

Click [here](#) to visit the Virtual Career Lab.



Testimonials

"This is a great opportunity for students to start thinking about what their interests are and also a great starting point to help them achieve their goals. This experience opened a lot of doors especially for students who may be unsure of what career they want to pursue, therefore this type of trip can guide them later on as they get older and have a clearer understanding of what they want to become as they continue to progress as individuals!"
- Teacher

"What an amazing opportunity! Thank you for engaging the students in this highly reflective self-assessing process. Each student was on task and enjoyed their time learning about career options and suitability. As a teacher, I really enjoyed learning more about my students and seeing them respond in a different environment positively." - Teacher

"Awesome trip! Loved the focus on interests and passion for students to better understand their potential career paths. The hands-on activity for students was a great way to get them thinking about the importance of trades. Very useful information and a great way for teachers to bring it back and continue in the class." - Teacher

"I really enjoyed researching because it showed me all the steps I need to take in high-school, it gave me an idea of my salary and how long I need to go to school for" - Student

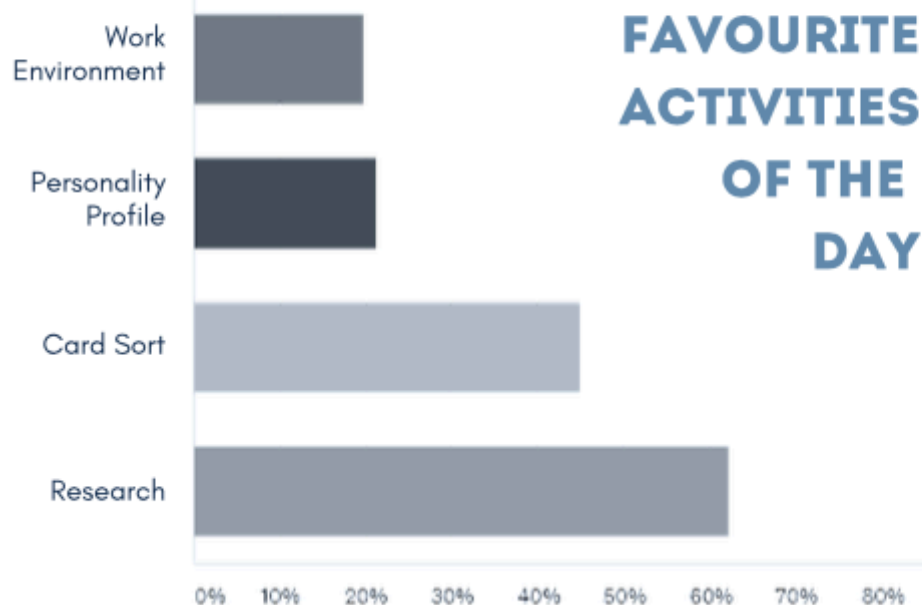
"It's an amazing place to find out what occupation you may be interested in, and how you can make it your job. What you thought you weren't interested in could be your passion" - Student

CAREER AWARENESS PROGRAM – BY THE NUMBERS



92%

of participants indicated they would consider returning to the Career Lab again for career/life planning.



7000

is the average number of students who have participated in the Career Lab each academic year.

WHERE YOUNG PEOPLE GET THEIR CAREER INFORMATION

50%

of students indicated they are mostly likely to discuss their future careers planning with their parents first.

19%

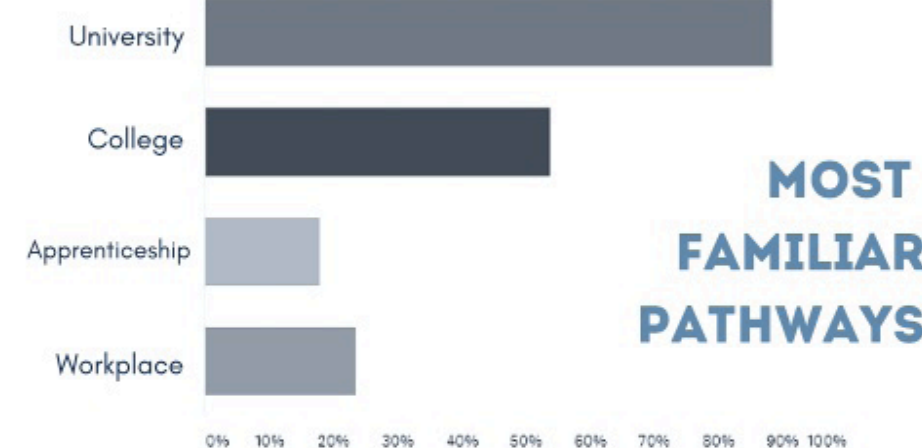
of students indicated they would speak to their friends first.

11%

of students indicated they would speak to their teachers first.

11%

of students indicated they would speak to no one at all.



MOST POPULAR INDUSTRY SECTORS

- #1 – Science, Computers, and Technology – 35%
- #2 – Arts, Culture, and Entertainment – 33%
- #3 – Sports, Travel and Hospitality – 33%
- #4 – Health and Medicine – 25%
- #5 – Law, Government, and Social Services – 22%
- #6 – Businesses and Finance – 18%
- #7 – Education, Community and Personal Services – 13%
- #8 – Skilled Trades, Motive Power and Manufacturing – 12%

EXPERIENTIAL LEARNING

85%

of students would prefer to spend a day with someone in a workplace of interest to them.

76%

of students would be interested in taking a tour of a workplace that interests them.

60%

of students would be interested in interviewing someone in the they are interested in.

55%

of students indicated they would like to participate in a coop program of interest to them, however, 37% of students did not know how to answer this question.



WOMEN AND MEN AS CAREER COACHES

250 9 2

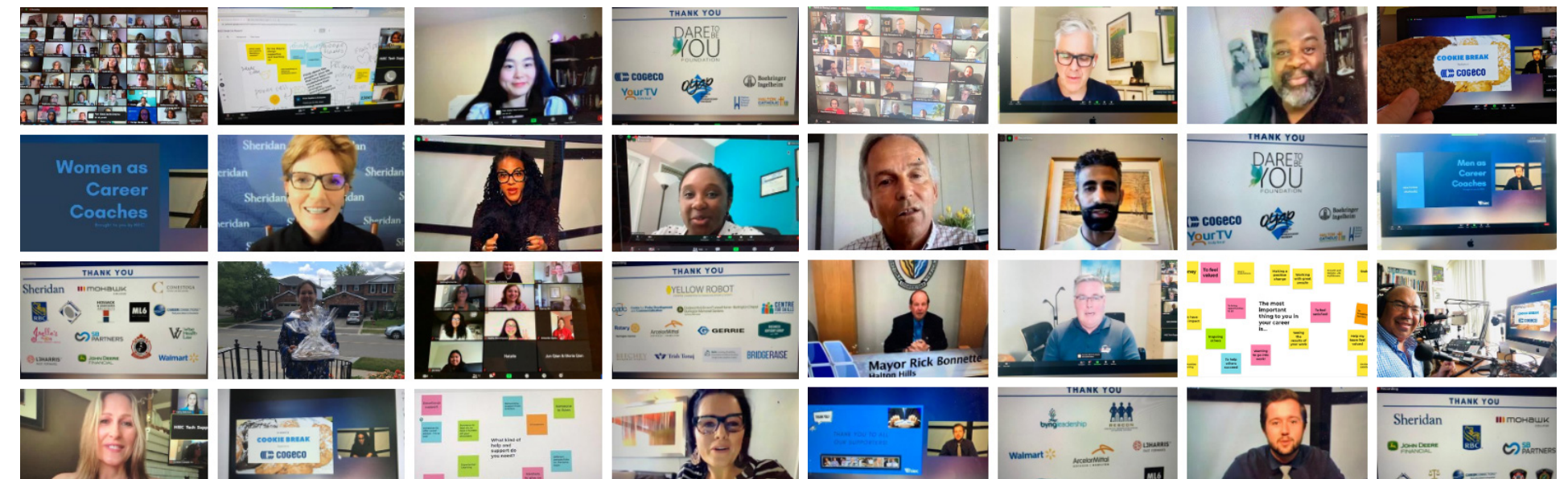
STUDENTS &
CAREER COACHES

INSPIRING
SPEAKERS

NIGHTS OF
MENTORSHIP

Although this was our 16th year presenting Women as Career Coaches (WACC) and our 11th year presenting Men as Career Coaches (MACC), we were proud to host two events unlike any we've had in the past!

While COVID-19 forced us to cancel our in-person events, it didn't stop us from connecting with our WACC and MACC communities! On June 24 & 25, we hosted the first-ever virtual WACC and MACC in a redesigned, interactive, online format. Thank you to everyone who attended and kept the spirit of these important events alive during these challenging times.



Testimonials

"Thank you so much for hosting this online event, it was amazing to connect with everyone again and keep the spirit of the event going. Can't wait until next year, and I hope we will all be able to meet in person."

"Congratulations to the team! It is so important to find new and innovative ways to keep things moving forward."

"I liked how we still went through and continued this event. We won't let COVID-19 stop us from inspiring others. Thank you guys for a great event, the spotlight speakers were extremely cool too! See you next year when this hopefully occurs live."

98%

of respondents indicated they will be or are considering joining us next year at WACC 2021

8/10

is the average rating respondents gave their experience at WACC 2020

95%

of respondents indicated they will be or are considering joining us next year at WACC 2021

8.7/10

is the average rating respondents gave their experience at WACC 2020

WOMEN
as Career
Coaches

2020 Virtual Edition

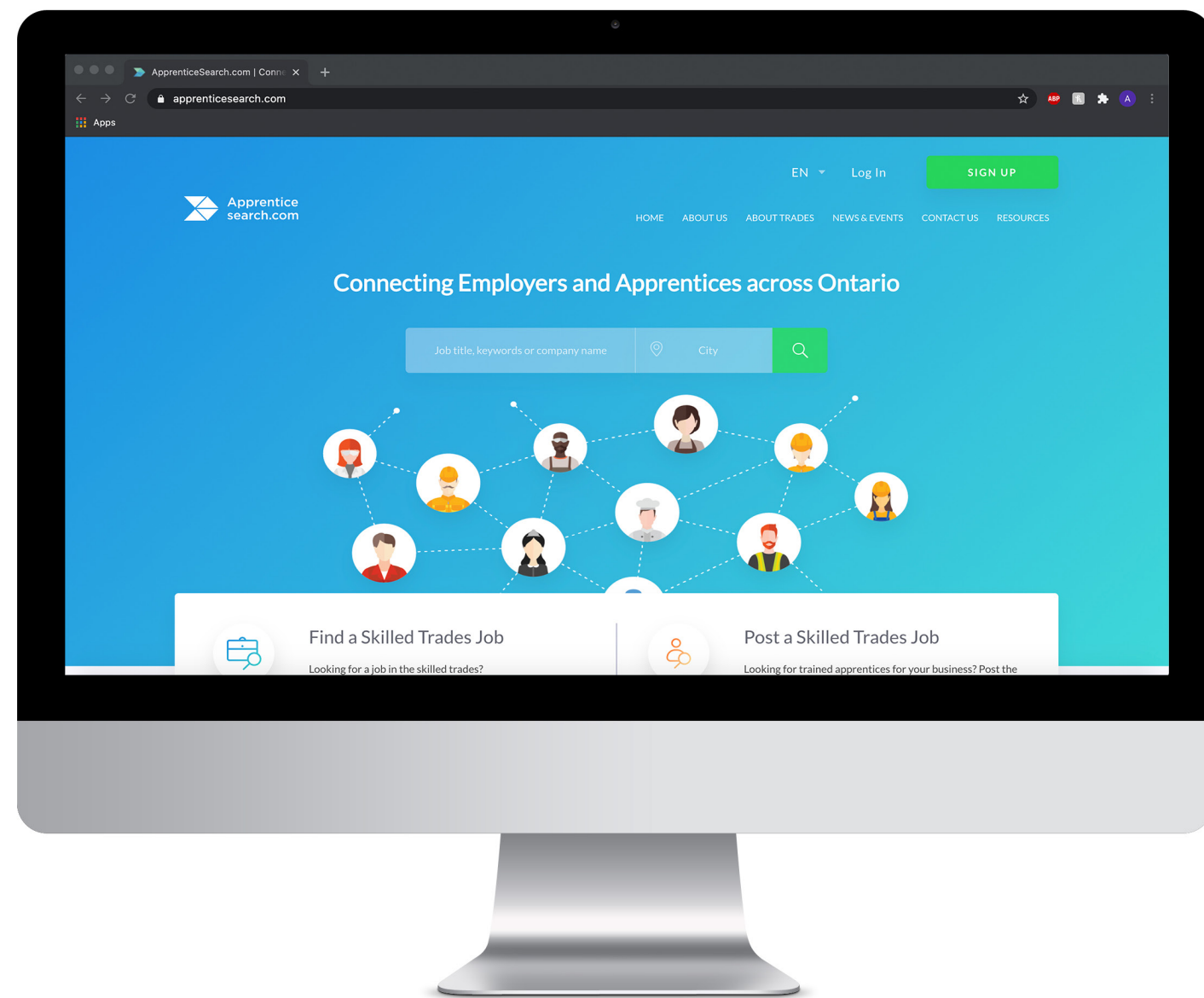
MEN
as Career
Coaches

2020 Virtual Edition

www.hiec.on.ca



A Fresh New Look



Over the past few years, ApprenticesSearch.com has undergone some exciting changes. In early 2019, we unveiled a brand new redeveloped and redesigned website. In addition to looking better than ever, the relaunched site has several features that has made it easier to use for both apprentices and employers, including:

- Mobile-first design: Users can search for jobs and candidates on any device
- Job matching: Employers and job seekers will be matched with each other based on location and field of work.
- Search management: Users can save candidates and jobs to return to at a later date.
- Text messaging: Users can receive real-time alerts about new candidates and jobs.

You can view the site at www.apprenticesearch.com

A Continued Need

Since the onset of COVID-19 in Canada, ApprenticesSearch.com has experienced a continued need for the service. We've heard from employers who are looking to build their workforce in response to a demand for services in light of COVID-19 (like, building hospital beds). And we've heard from an average of 100 apprentices each week who are looking for employment in this challenging environment. We've been able to do all this work virtually thanks to our upgraded site.

Unfortunately, ApprenticesSearch.com has been operating without government funding since 2014. We've continued to sustain our site and services with support from the community; however, the past couple of years have proved to be a challenging environment to raise funds.

The Path Forward

It's never been more important that the skilled trades be seen as an accessible and rewarding career pathway. The Government of Canada reports that between now and 2028, about 700,000 skilled trades workers are expected to retire, noting that meeting these demands will require the recruitment and training of thousands of additional skilled workers. Already, skilled trades workers such as welders, mechanics or electricians have been among the top five hardest roles to fill in Canada for the last ten years.

Over the next year, the ApprenticesSearch.com team will be directing their energy towards securing long-term funding from government, corporate and community partners that will allow us to grow our services and increase our impact.

To become an ApprenticesSearch.com Supporter, contact
admin@apprenticesearch.com

OUR APPRENTICESearch.COM COMMUNITY



4,000
employer
accounts



2,000,000
annual
site visits



150
new applicants
a week



20,000
applicant
registrations



47%
applicants with
post-secondary
education



20+yrs
Ontario wide
LMI



Testimonials

"I don't know how to thank you for all the information you provided ...thank you for the time you spent writing back to me, to assist and advise me of how and what should I do to take the proper steps to get an apprenticeship."
- ApprenticeSearch.com Applicant

"Students, parents, and educators ask where to go next and in my world that has always included ApprenticeSearch.com. This is where you need to go next...It is so vital, you can't put a price on it." - Carmine Romano, Ontario Youth Apprenticeship Program Co-ordinator, Brant Haldimand Norfolk Catholic District School Board

"ApprenticeSearch.com continues to be a vital part of our annual apprenticeship program. I commend you and your colleagues for the way everything is so well organized."
- ApprenticSearch.com Employer

GET INVOLVED

HIEC is successful because of our collaboration with partners across industry, education, government and the community.

If the past year has shown us anything, it is that the world has changed so much in short period of time, and young people have a lot of questions and face uncertainty when it comes to planning for their futures.

Please consider supporting HIEC and [ApprenticeSearch.com](https://www.apprenticesearch.com) so we can support more young people as they prepare for the future of work. Whether you are an individual or an organization, there are many ways you can help.

Individuals:

- [Donate to HIEC and ApprenticeSearch.com](#) to support the work we do throughout the year
- [Become a Career Coach](#) at our annual Women and Men as Career Coaches event
- [Sign up for our quarterly newsletter](#)

Organizations:

- Organizations can contact us at info@hiec.on.ca to get involved with:
- Supporting HIEC or ApprenticeSearch.com
- Sponsoring our annual Women and Men as Career Coaches events
- Supporting our experiential learning activities
- Matching your employees contributions to HIEC

Follow us on social media:



How Can I Participate in Experiential Learning?

Experiential learning links what students are learning inside the classroom to the world outside the classroom. It helps students see how their in-class learning can be applied in the workplace, and helps students make informed career decisions by exposing them to career options they can pursue after their education.

Experiential opportunities come in a variety of forms, with varying levels of employer commitment. How much time you devote to experiential learning depends completely on you and your available time.

Opportunities can include:

- Giving a short career talk in our Career Awareness Program,
- Participating in our annual Women and Men as Career Coaches one-night events,
- Hosting a student for Take Our Kids to Work Day,
- Hiring a highschool co-op student for a semester,
- Providing short-term paid work experience to post-secondary students, or
- Participating in an industry project for a post-secondary program.

To get involved with HIEC's experiential learning programs, contact info@hiec.on.ca

